

PROJECT TITLE : SPECIAL EVENTS
PERIOD COVERED : JUNE 22 - JULY 21
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The June issue of the West German consumer magazine "TEST" carried a comparative study of smoke deliveries (nicotine, tar, CO, NO) of low delivery cigarettes in which were also included the leading full flavour brands for sake of comparison.

The test used a compounded uni-dimensional "toxicity scale", in order to be able to rate the cigarettes relatively to one another. The exact key to calculate the values has become available. The individual smoke constituents contribute pro rata to the index. One point on the scale is equivalent to:

nicotine	0.0600 mg
tar	0.9000 mg
CO	0.7200 mg
NO	0.0192 mg

Unfortunately our leading brand came out as top of the league, followed closely by HB (BAT) and CAMEL (Reynolds).

A protest was directed from the Industry Association towards the foundation which was responsible for the test.

Surprisingly, around mid-July a Liechtenstein based limited company called "World Health Associates" placed the "TEST" article as paid advertisement with the approval of the German "WARENTTEST" foundation into dailies of West Germany, Holland, Switzerland, France and Italy.

Legal action is under consideration but the technical side of the issue is also being studied.

The tendency in European countries towards this sort of publication is on the increase (e.g. "WHICH" magazine, Sunday Times, etc..).

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